



Nature's Finest

For the Gift range with Style



Nature's Finest continues to innovate and develop their gift range. Dissatisfied with the quality of some of its suppliers, Nature's Finest has created their own unique products. The last three years have found them in dermatology laboratories perfecting their body care range and in the Argilla Pottery studios where, together with Willa Krause they have designed and produced distinctive pottery suited to the Nature's Finest Gift Range. Partnering with industry leaders like Jenna Clifford, who adds an elegance to the Nature's Finest Jams and Preserves range, shows the respect and credibility Nature's Finest is honing in the corporate and hospitality gift market.

Key Partnerships

Developing partnerships with the community and industry players is key to the success of Nature's Finest.

These partnerships set us apart from other gifting companies in that we are developing a range that is not only exclusive to Nature's Finest, but creating sustainable jobs, and providing supplemental education through the non-profit organisation, Mosaic Community Developments.

Mosaic Community Developments



- Making a difference by creating sustainable jobs is a priority for Nature's Finest. For this reason, we collaborated with the non-profit organisation Mosaic Community Developments (www.mosaicsa.org).
- Mosaic's vision is to build and implement a self-sustainable orphan care model for South Africa. Part of this model includes job creation for foster parents and the surrounding community, which Mosaic achieves through its for-profit business, "Made by Mosaic" (www.madebymosaic.com).
- Nature's Finest contracts "Made by Mosaic" employees exclusively for all additional labour, thereby creating jobs and providing life skills training for previously unemployed people in the township of Ikageng. Nature's Finest also offers several products that can be customized to include donations for our non-profit partner.

Argilla Pottery



- Argilla Pottery produce hand made stoneware that exude timeless elegance. Argilla Pottery's values and work ethic are similar to Nature's Finest – quality workmanship, community upliftment and an eagerness to go beyond what's required.
- Our exclusive Argilla Pottery Range features a unique heart shape which forms part of the Nature's Finest philosophy – **one heart beat is not enough to colour the rainbow**.
- The range consists of beautiful snack bowls, coffee mugs, sugar bowls and bath salt jars and is presented in our exclusive Natures Finest packaging.

Jenna Clifford



- The partnership we have with Jenna Clifford is very special. Jenna Clifford is an inspiration, her attention to detail, business acumen and social upliftment programmes serve as a beacon for Nature's Finest.
- The gift range we have developed with Jenna Clifford consists of top quality South African products such as fruit preserves and liqueurs, honeys, olives and olive related products. These, in combination with Jenna Clifford's unique designer honey twirlers and utility spoons, all of which are mastercrafted in the finest pewter, combined with our elegant handmade ceramics make for the perfect gifting range.

Into the future

Where do we see ourselves in 10 years time? In fact let's look a bit closer – perhaps five years. The corporate gifting industry is a fickle one and our aim is always to be one step ahead of trend. So far we have been successful with our innovative hospitality range and it is our aim to take this further.

Innovation

Product Development



- In order to stay one step ahead of our competitors, it is crucial that our product range is extended on a continual basis through the development of new products. This includes new products as part of existing lines, but also the development of new product lines.
- New Product lines will include: Eco Friendly Outdoor range where compostable and bio-degradable packaging is used; Innovative travel products that will suit the hospitality industry (quick stain removers, heel repair kit, etc.)

Packaging

In-house quality



- Some products arrive pre-packed, however, the NATURE'S FINEST team would like to purchase in bulk and repack everything. This will mean:
- Manufacturing our own packaging material.
 - Customising and branding for corporate and promotional gifts.
 - Offer an off-the-shelf range which means that significant stock levels will be held on the premises.
 - These items will all be displayed in our showroom and clients will be able to drop in and browse.
 - Products will be more cost effective.

Warehousing

Distribution and delivery



- Our Potchefstroom warehouse/factory is only 1,5 hours' drive from the O.R. Tambo International Airport making it easily accessible for distribution in South Africa and Africa.
- A factory shop will be opened on the factory premises in Potchefstroom where our finished products will be showcased to the general public. The possibility of franchising the "Nature's Finest" concept is also not excluded.
- Nature's Finest needs an adequate delivery truck to collect and deliver timeously. Trucks to be branded and driver will also wear branded clothing.

Suppliers

New suppliers and new markets



- All our products are produced by selected suppliers who are all role players in their respective fields.
- Suppliers are all Hazard Analysis and Critical Control Points (HACCP) certified, demonstrating our commitment to food safety and customer satisfaction, as well as continuously meeting the expectations of a changing world.
- We don't want our products to get stale so it is important to identify new suppliers who are bringing innovative product to the market

Body Care Range

Our Body care range has been developed specifically for Nature's Finest. A fantastic product to ward off the effects of the harsh African weather.

Hospitality

Waterless Hand Sanitizer; Disinfectant Surface & Hand Spray; Anti-Perspirant Mint Foot Spray; African Mint Foot Massage Butter; Cucumber Facial Spritzer; Apricot Foot Scrub; Avocado & Cucumber Hand Cream; Olive Bath Salts; Sun Protector SPF 30; Mosquito Repellent Spray. Packaged in small tubs and spritzer bottles they are the perfect size to slip into handbags or vanity cases.

Branded to the clients specification.

Corporate

This range also works well in the corporate gifting world. Because branding with ribbon and tags is cost effective, the body care range is so different and unique to the usual chocolates or pens.

Kiddies range

Children are often forgotten in the gifting purchase. Many companies, hospitals and hotels are catering specifically for children or are hosting family days where children are given gifts.

This remains a range that we need to develop further.



Nibbles and Snacks Range

Our popular nuts, dried fruit and biscuit range come in all different packaging ideal for conferencing and corporate gifts.

Hospitality

Snack packs are a favourite treat for guests and Nature's Finest has them in all different sizes, for different budgets, different packaging and different branding options.

Corporate

This range also works well in the corporate gifting world. Because branding with ribbon and tags is cost effective, the snack pack range can be dressed up for those VIPs and dressed down for small or large conferences. The quality product inside is the same.

Kiddies range

Children are often forgotten in the gifting purchase. Many companies, hospitals and hotels are offering healthy choices for children so these dried fruit and nut options are perfect inclusions in kiddies bags.



Olives, Jams and Preserves

This range speaks for itself. It couples well with all different items in the Nature's Finest range.

Hospitality

Small little jam jars are popular treats for guests and Nature's Finest has them in all different sizes, for different budgets, different packaging and different branding options.

Corporate

This range also works well in the corporate gifting world. Because branding with ribbon and tags is cost effective, this food range can be dressed up for those VIPs and dressed down for small or large conferences. The quality product inside is the same.



Marketing Strategy

Developing partnerships with the community and industry players is key to the success of Nature's Finest.

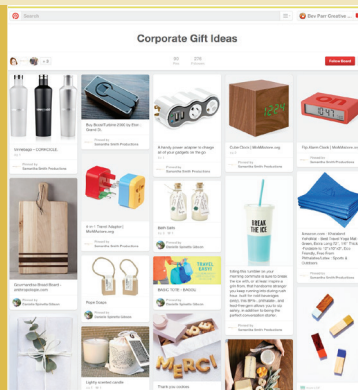
These partnerships set us apart from other gifting companies in that we are developing a range that is not only exclusive to Nature's Finest, but creating sustainable jobs, and providing supplemental education through the non-profit organisation, Mosaic Community Developments.

Web Development



- The Web site needs a complete overhaul. Making it simpler, easier to navigate, current and interesting will give potential clients the confidence to turn their visit into an order.
- Special days like Mothers Day, Fathers Day, Valentines Day etc should be on the front page and have gifting ideas for that particular day.

Pinterest and Instagram



- Having our own Pinterest Board for the different industries will improve our presence on Google search and will form a big part of our Social Media Marketing strategy.
- Tweets on Twitter and posts on Facebook and Google+ have relatively short periods of time that they are viable and found by your followers. By contrast, a Pinterest pin will be repinned the same day, next week, next month, and even years later!
- The viral nature of a successful pin is like a pinball bouncing around adding repins, likes, and blog traffic along the way.

Social Media Marketing



- Bev Parr Creative Solutions will design and implement a social media marketing plan. This plan includes a summary of where our clients are today, goals for where we want them to be in the near future, and all the tools we want to use to get there.
- Instagram and pinterest will be important part of the strategy for example we will share photos that communicate our company culture. These can include mosaic workers or new products or just a beautiful picture of nature. We will do this by posting three photos a week that will achieve 30 likes plus 10 comments each.
- A retainer will be set up with BPCS to ensure consistency.

About Us

- Nature's Finest is a stylish gifting company, and we love what we do. As a husband and wife team working side by side, we aspire to the finer things in life: a place where healthy foods and natural products are packaged by the community and presented in jaw dropping style.
- Our goal is to take our combined years of experience in the hospitality and marketing industries and provide hotels and corporate companies with healthy, delicious and uniquely different gifts – the best Nature can offer. Each gift is beautifully packaged and branded to our clients specific needs.

Martie Nel

- Aggressive marketer dedicated to producing results.
- Martie is adept in wearing many hats. She has worked as a journalist, as a marketing manager for different blue chip retail companies and hotel groups and owned her own promotions and publishing company. In all of Martie's past positions she has consistently promoted local arts and crafts and the many requests for local and healthy gifts saw the growth of Nature's Finest.

Leon Nel

- Strategic thinker and cents counter.
- Leon has 18 years senior management experience in the hospitality industry – both as Financial Manager and General Manager at various Hotel, Casino and Convention resorts. Leon believes that the success of Nature's Finest is in the belief that the process and collaboration with various award winning suppliers should be as exciting and fun as the end result.

Clients and Recognition

- Nature's Finest has produced stylish, healthy and individually branded gifts for Jenna Clifford, Sun International, North West Premier's Office and various other medical and corporate companies.
- Our products have been recognised by various print publications and we have exhibited at various convention centres nationwide.

Where we started



Where we're going: Product Development, Packaging, Delivery and Partnerships





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